

## ABSTRACT

A broadcast data transmission/reception system (100) includes: a transmitter (700) for transmitting broadcast data including time information indicating a reproduction start time; 5 and a receiver (800) for receiving the broadcast data. The transmitter (700) transmits, at least a predetermined amount of time prior to transmitting the broadcast data, substitutive broadcast data including a same content as the broadcast data and time information indicating the reproduction start time, 10 and a substitutive identifier one or more times. The receiver (800) tries to obtain the substitutive broadcast data based on the substitutive identifier specified by an identifier specifier. The receiver (800) reproduces, at the reproduction start time, one of the broadcast data and the substitutive broadcast data 15 if successfully obtained.